

12/21/95

PHILIP MORRIS
PARLIAMENT LIGHTS
1995 BUDGET

ISSUE DATE

PUBLICATIONSTOTAL PAGESTOTAL COST
\$(000)**Woman's Fashion:**

Allure	6	\$139.6
Cosmopolitan	8	\$221.6
Mademoiselle	9	\$231.4
Vanity Fair	8	\$235.3
Vogue	7	\$226.4
New Woman	6	\$49.6
Glamour	8	\$326.9

Men's Gen. Inf.:

Esquire	1	\$22.9
Details	8	\$140.3
GQ	8	\$184.9
Penthouse	7	\$101.5
Playboy	6	\$112.0
Out	4	\$17.3

Sports:

Sports Illustrated	9	\$377.1
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Music:

Rolling Stone	10	\$188.4
Spin	8	\$57.4

Dual:

Swing	4	\$13.4
Detour	3	\$22.1
Ent. Weekly	10	\$139.4
Premiere	8	\$87.6
Interview	9	\$66.8
Movieline	6	\$36.7
Paper	7	\$49.9

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Entertainment:		
Instyle	1	\$11.5
People	10	\$336.8
Us	8	\$117.9
Regional:		
Great Woods Program Guide	1	\$9.4
NY Magazine	9	\$257.4
Manhattan File	5	\$33.4
Playbill	6	\$199.4
Stagebill	1	\$21.8
Encore	1	\$2.8
Scene	1	\$0.0
SUB-TOTAL:	203	\$4,038.9
Newspaper:		
Boston Phoenix	10	\$105.4
Village Voice	7	\$58.5
SUB-TOTAL:	17	\$163.9
Party Zone:		
Dan's Papers	8	\$36.8
Hamton's	8	\$52.0
Hampton's Handbook	1	\$5.8
Fire Island Tide	8	\$25.2
Atlantic City Magazine	4	\$18.0
SUB-TOTAL:	29	\$137.8
Miami:		
Ocean Drive	4	\$14.9
Additional Local Print:		
Improper Bostonian	3	\$10.2
Miami New Times	4	\$11.4
Philadelphia City Paper	3	\$6.1
Philadelphia Weekly	3	\$6.1
SUB-TOTAL:	13	\$33.8
PRINT GRAND TOTAL:	266	\$4,389.3

* Total pages exclude Makegoods on flowchart.

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